



WWF-US
World Wildlife Fund

1250 24th St. NW
Washington, DC 20037
www.worldwildlife.org

Press Statement
For Immediate Release

Contact: Dan Forman
Dan.Forman@wwfus.org
202-778-9546

U.S. CITIES TO SPUR ACTION ON CLIMATE CHANGE BY GOING DARK FOR WWF'S EARTH HOUR 2009

***Chicago, Las Vegas, Los Angeles, Miami, Nashville, and San Francisco
Join Cities in 62 Countries Turning Off Lights in largest climate event in history***

WASHINGTON DC, December 10, 2008—World Wildlife Fund today officially kicked off Earth Hour 2009 announcing that Chicago, Las Vegas, Los Angeles, Miami, Nashville, and San Francisco would lead the list of US cities committing to go dark for one hour on March 28, 2009 at 8:30 p.m., uniting with tens of millions of citizens, businesses and government officials from all corners of the world in a call for global action on climate change.

From Amman to Warsaw, the skylines of 71 cities in 62 countries will go dark for one hour as individuals, businesses, government buildings, schools and major landmarks turn off non-essential lighting in what will be the largest climate event in history. The list of participating cities includes Auckland, Beijing, Cape Town, Copenhagen, Dubai, Helsinki, Hong Kong, Istanbul, Kuala Lumpur, Lisbon, London, Manila, Mexico City, Moscow, Oslo, Rome, Singapore, Sydney, Tel Aviv, Toronto, with more expected to sign on in the weeks ahead.

WWF officials said Earth Hour will seek to reach more than a billion people across a thousand cities.

"As lights go out in cities around the US and the world on March 28th, Earth Hour will provide world leaders with an unmistakable mandate to negotiate a new international climate change agreement," said WWF President and CEO Carter Roberts. "The climate crisis threatens the ability of our planet to support its inhabitants, and it has never been more urgent that the voice of the people be heard on this issue. Earth Hour not only focuses global attention on the need to find solutions to climate change, but demonstrates the power that each of us has to make a difference in the future of our planet."

WWF is working closely with its flagship city mayors and top local officials to ensure the impact of Earth Hour 2009 goes far beyond the initial 60 minutes of awareness, contributing to substantial, long-term action against climate change.

"We are proud to be a flagship city for Earth Hour 2009," said Los Angeles Mayor Antonio Villaraigosa. "We cannot afford to ignore the impacts of climate change. The simple act of turning off the lights is a powerful symbol of our commitment to fight global warming. I'll be turning off the lights in my own home and I encourage everyone to do the same."

Las Vegas Mayor Oscar Goodman and Clark County Commission Chairman Rory Reid, whose district includes the famously bright lights of the Las Vegas strip, expressed their joint commitment to dimming the lights for Earth Hour next March.

“We hope that Las Vegas will serve as an example of sustainability for the 40 million visitors who pass through our great city each year, and for millions more around the world,” said Mayor Goodman.

“I’m encouraging all our casinos and two million residents to dim their lights in support of Earth Hour...to be part of the solution,” said Chairman Reid.

“Earth Hour provides a chance for everyone in Nashville to come together at one specific time and make a statement about how serious the issue of climate change is and how now is the time to take action to address it,” said Nashville Mayor Karl Dean in reaffirming his city’s participation in the historic event.

During Earth Hour 2008 on March 29th more than 50 million people in 400 cities on all seven continents turned off their lights as major icons also went dark, including the Sydney Opera House, Bangkok’s Wat Arun Buddhist temple, the Coliseum in Rome, Stockholm’s Royal Castle, London’s City Hall, New York’s Empire State Building, Sears Tower in Chicago and the Golden Gate Bridge in San Francisco. Corporations also showed their support, with the Coca-Cola billboard in Times Square going dark and Google turning its homepage black for an entire day in tribute.

In 2009, WWF will also welcome back several flagship cities that participated in 2008—the inaugural year of Earth Hour USA.

San Francisco Mayor Gavin Newsom said his city was looking forward to being part of Earth Hour in 2009, after the success of the event in 2008. “It was remarkable to see how, by working together, government, businesses and individuals could make a real difference through the very simple act of turning out their lights,” said Mayor Newsom. “We look forward to making Earth Hour 2009 an even greater success.”

Esurance will again serve as a national partner for Earth Hour.

Note to Editors:

B Roll footage and photographs of lights going out at various global landmarks this past March are available upon request.

Previews can be found here:

B Roll: <http://www.youtube.com/watch?v=0FgN3FqhnOo>

Earth Hour 2009 Preview: <http://www.youtube.com/watch?v=BjWD8pbK5t8>

Photos: www.flickr.com/earthhourus

A full list of cities signed up to turn out for Earth Hour can be found at www.earthhour.org

###

ABOUT WORLD WILDLIFE FUND:

WWF is the world’s largest conservation organization, working in 100 countries for nearly half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, stop the degradation of the environment and combat climate change. Visit www.worldwildlife.org to learn more.